

1875-1876

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Business Department.

J. F. Mackay.
Bus. Mgr. & Treas.

The Globe

Toronto

Canada. January 28th, 1914.

26

Dr. R. A. Falconer,
President, University of Toronto,
Toronto, Canada.

Dear Dr. Falconer:-

After talking the matter over, the daily publishers have agreed to make a special rate of ten cents (10¢) per line for the University announcements of lectures, etc. This rate is regardless of the amount of space used.

I trust this will be entirely satisfactory to yourself.

Yours truly,

JFM/ES

J. F. Mackay

The
Mail
Printing Co.



The Mail and Empire Building.

J. S. DOUGLAS, TREASURER
GEO. E. SCROGGIE, ADVERTISING MANAGER
W. J. DARBY, CIRCULATION MANAGER

TORONTO, CANADA.

January 30th, 1914.

Robt. A. Falconer, Esq., M.A., L.L.D.,
President, Toronto University,
69 St. George Street,
Toronto.

Dear Mr. Falconer:-

Following up our conversation of last week, with regard to advertising, ~~At~~ a Meeting held this week, it was decided that all Display Advertising of the Toronto University for the purpose of advertising free lectures, would be charged at the rate of 10¢ per agate line, instead of 15¢ as heretofore, this rate going into effect at once. I trust this arrangement will be satisfactory to you.

Yours very truly,
THE MAIL PRINTING CO.
J. S. Douglas
Sec. Treasurer.

JSD/BC.

475

January 31st, 1914

J. S. Douglas, Esq.,
Secretary-Treasurer,
"Mail and Empire,"
Toronto.

My dear Mr. Douglas:

Many thanks for your letter with regard to the advertising of university notices. We are indebted to you for the reduction that you have made for the University, and I hope that we shall be able now to take greater advantage of the space of "The Mail and Empire" for the advertising of university affairs. It is desirable for us all to get into closer touch with the public through the newspapers.

Yours sincerely,

President.

April 30th, 1914

W. J. Douglas, Esq.,

"The Mail and Empire", Toronto.

Dear Mr. Douglas:

After careful consideration of your proposal with regard to the publication of the results of the examinations in the morning papers both the Senate and the Board of Governors felt that the University would not be justified in its present condition in incurring such a large amount for publishing the results as would be involved in the arrangement you suggest. They will therefore have to content themselves with accepting your offer of sufficient free space to give the results of the graduating year only. If however you desire to have the fuller lists, which our people think will be news to a large number of your readers they will be ready for the papers as soon as the results are prepared. We shall however have to undertake to distribute these fuller results, if you are unable to do so, through our own offices.

Yours sincerely,

President.

